



## Surf Pines Web, Social Media, and Digital Communication Help Sheet



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## Digital Communication Help Sheet

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## History

Surf Pines has been an Oregon Coast Beach Community for over 70 years. In 1970 the first edition of the Breeze was published and has been mostly published with 4 Quarterly editions a year. We had some great editors including: Marge Bloomfield, Lannie Johnson, Roger Masse, Jeff Hall, Susan Holloway, Holly Roose and now Clare Lewis to name a few. It has been mailed with our quarterly billings until spring 2020 when we converted the Breeze into a digital PDF format to save printing and distribution costs.

In 2000 the first Surf Pines web site was created by Tom Smith. After he moved, Roger Masse did an incredible job till Jeff Hall took over. Jeff ran the web and created the digital directory and blog along with upgrading the engine to a Word Press format. This improved web communications until Jeff left. Afterwards, unfortunately, the web had no webmaster or support group. After more than 5 years an ad hoc group was set up in 2019 to review the web and other communication formats.

The first step the committee did was to review alternatives to upgrade and normalize the underlying engine that operates the web site. This was completed in late 2019 using Muni Code, a company that specializes in small governing organizations such as Gearhart and Cannon Beach. This provides SPA with a solid electronic foundation and a solid support group for continuity.

It was also determined that we needed multiple based communication systems. With the help of SP resident and Gearhart Administrator Chad Sweet, we decided to set up a separate Blog like Gearhart has done. This helps provide more day-to-day non-private communications. We set this new blog up in early 2020 and as of mid-October we have had over 10,000 visits. We are averaging 42 visits a day since May 2020.

We also thought that a Face Book Group would be good and so in mid 2019 Holly Roose set up Surf Pines Community group. This FB group is private and has 135 SPA members viewing it now. Holly is managing this independently and has done an excellent job of controlling negative and divisive comments.

We also reviewed our mass e-mail program MailChimp and found we only had 195 e-mails for a community of over 408 properties. Those e-mails also included some spouses. Part of the issue was SPA had 8 separate data bases that had varying levels of information. So, our committee reviewed and implemented a plan that consolidated all but one of these DB into one professional Salesforce account.

We made a concerted scheme to get at least one e-mail and phone for every unique SPA owner. As a result, we now have 448 e-mails in our MailChimp e-mail service. We also have collected most of our members e-mails and phone. We have averaged over a 67% open rate on all SPA e-mails since May 2020. A recent blast which included our new Directory and Oct. 2020 Breeze produced over 40% unique click throughs to view our social content.

So now we have numerous ways to communicate to our members. These include our Web [www.surfpines.org](http://www.surfpines.org) , our Blog [blog.surfpins.org](http://blog.surfpins.org), our Face Book Group <https://www.facebook.com/groups/surfpines> and our direct MailChimp mass e-mails. This is a procedure guide to help our members get more out of their Surf Pines communication experience.

### How to use the SPA web [www.surfpines.org](http://www.surfpines.org)

Our web site has two main parts. The public portion and a private Members only part.

#### Public Web

This part of the web site is not secure and is available for all.

**News tab** -shows items of news for all including the public.

**Upcoming events tab** - Shows all events that are not private member information



#### Bottom Tabs include

**Blog**- links to our separate blog at [blog.surfpines.org](http://blog.surfpines.org)

**Calendar** – Same as upcoming events and show public events only.

**Documents** – All SPA documents the public may wish to see including our Governing documents

**Questions and Ideas** – Answers common public questions

**Contact us** – Form to contact SPA

#### Top right menu

**Information** – Includes sub menu items.

**Helpful Resources**

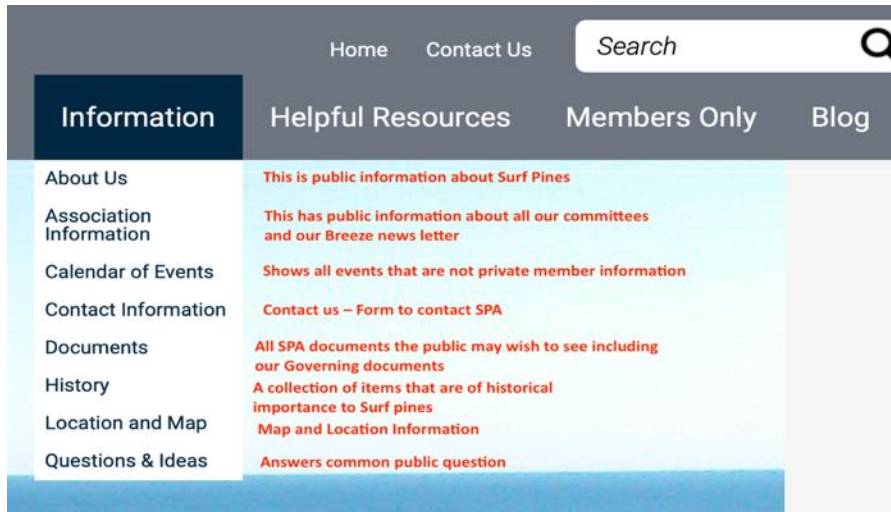
Basic information about the area.

#### Members Only Web

This is the section of our web that is restricted to verified SPA members. This side requires a Username and Password.

**Important: If you had a login with our old web you will not be able to use your old login and password. Those were encrypted and we could not port those over.**

## Digital Communication Help Sheet



**Home** – Takes you to home page

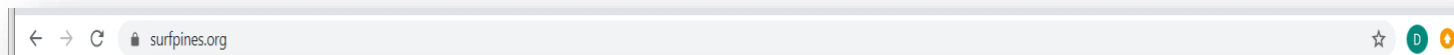
**Contact Us** - Form to contact SPA by public and Members.

Private Members only Web.

How to sign in:



1. Visit [www.surfpines.org](http://www.surfpines.org)



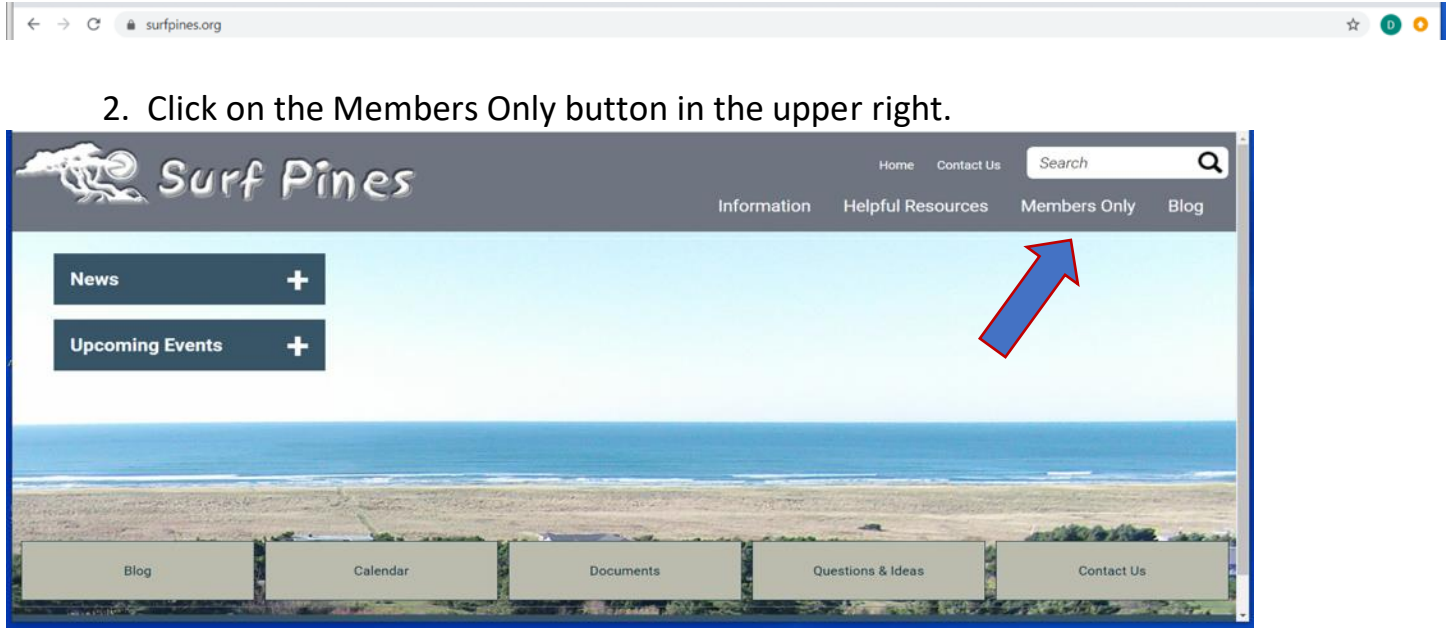
2. Click on the Members Only button in the upper right.

3. Then type in your username and password. And click the login button below.

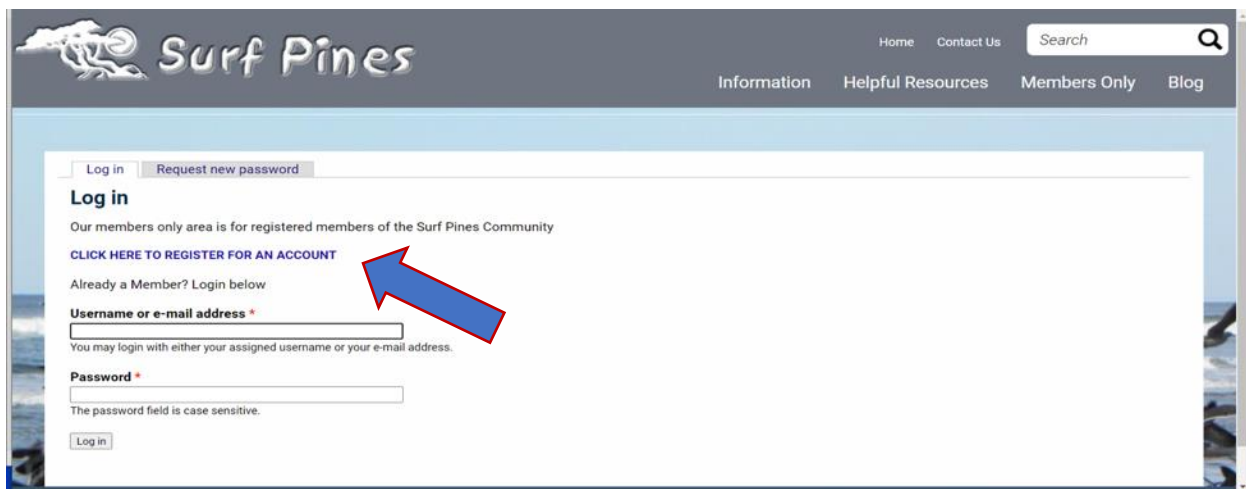


To register as a new member on surf pines website:

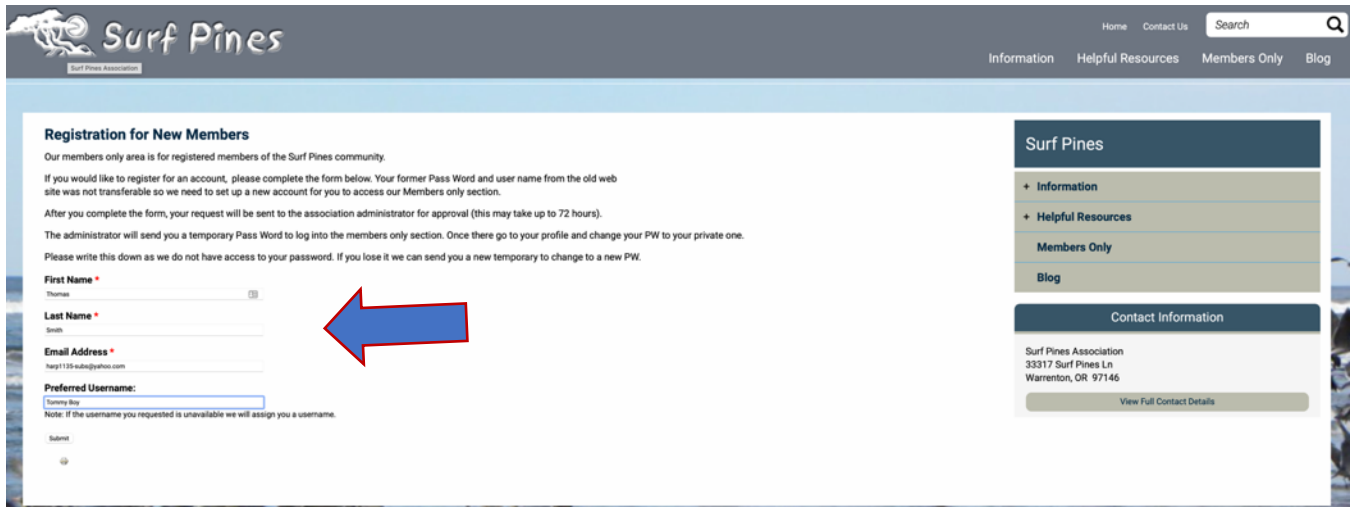
1. Visit [www.surfpines.org](http://www.surfpines.org)



3. You will be brought to the Login screen. Click on the words in blue that say **"CLICK HERE TO REGISTER FOR AN ACCOUNT"**



## Digital Communication Help Sheet



The screenshot shows the 'Registration for New Members' page on the Surf Pines Association website. The page has a header with the logo and navigation links. The main content area contains instructions for new members and a registration form. The form fields are: First Name (with 'Thomas' entered), Last Name (with 'Smith' entered), Email Address (with 'harp1135-subs@yahoo.com' entered), and Preferred Username (with 'TommyBoy' entered). A red arrow points to the 'Last Name' field. To the right of the form is a sidebar with links to 'Information', 'Helpful Resources', 'Members Only', and 'Blog', and a 'Contact Information' section with the association's address and a 'View Full Contact Details' button.

**Registration for New Members**

Our members only area is for registered members of the Surf Pines community.

If you would like to register for an account, please complete the form below. Your former Pass Word and user name from the old web site was not transferable so we need to set up a new account for you to access our Members only section.

After you complete the form, your request will be sent to the association administrator for approval (this may take up to 72 hours).

The administrator will send you a temporary Pass Word to log into the members only section. Once there go to your profile and change your PW to your private one.

Please write this down as we do not have access to your password. If you lose it we can send you a new temporary to change to a new PW.

**First Name \***  
Thomas

**Last Name \***  
Smith

**Email Address \***  
harp1135-subs@yahoo.com

**Preferred Username:**  
TommyBoy  
Note: If the username you requested is unavailable we will assign you a username.

Submit

**Surf Pines**

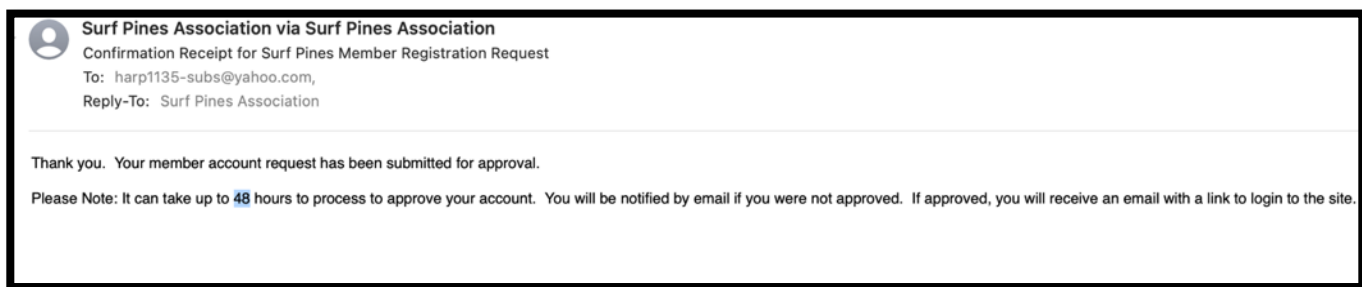
- + Information
- + Helpful Resources
- Members Only
- Blog

**Contact Information**

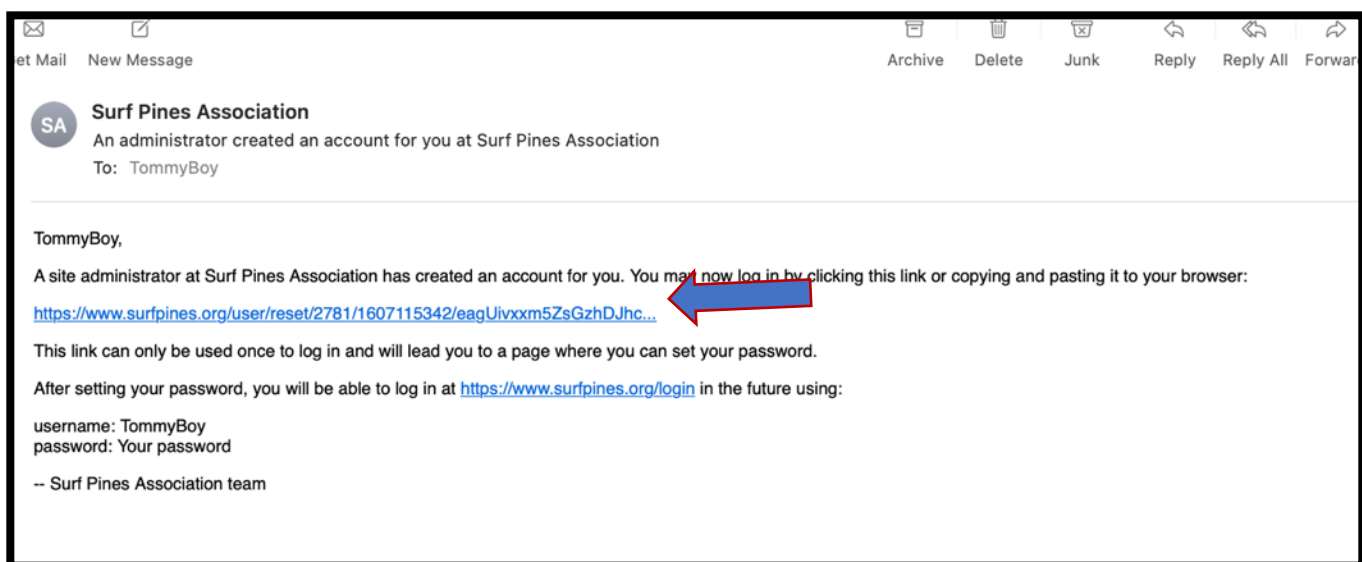
Surf Pines Association  
33317 Surf Pines Ln  
Warrenton, OR 97146

[View Full Contact Details](#)

4. Then enter your First, Last Names, E-Mail address and Preferred Username or email. You will receive an e-mail showing that we received your request.



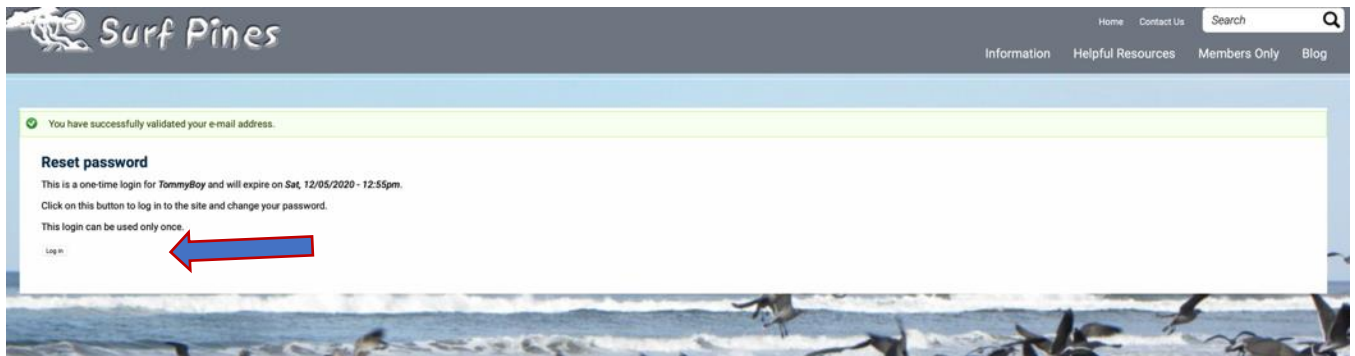
5. When you have been accepted then you will receive this e-mail.





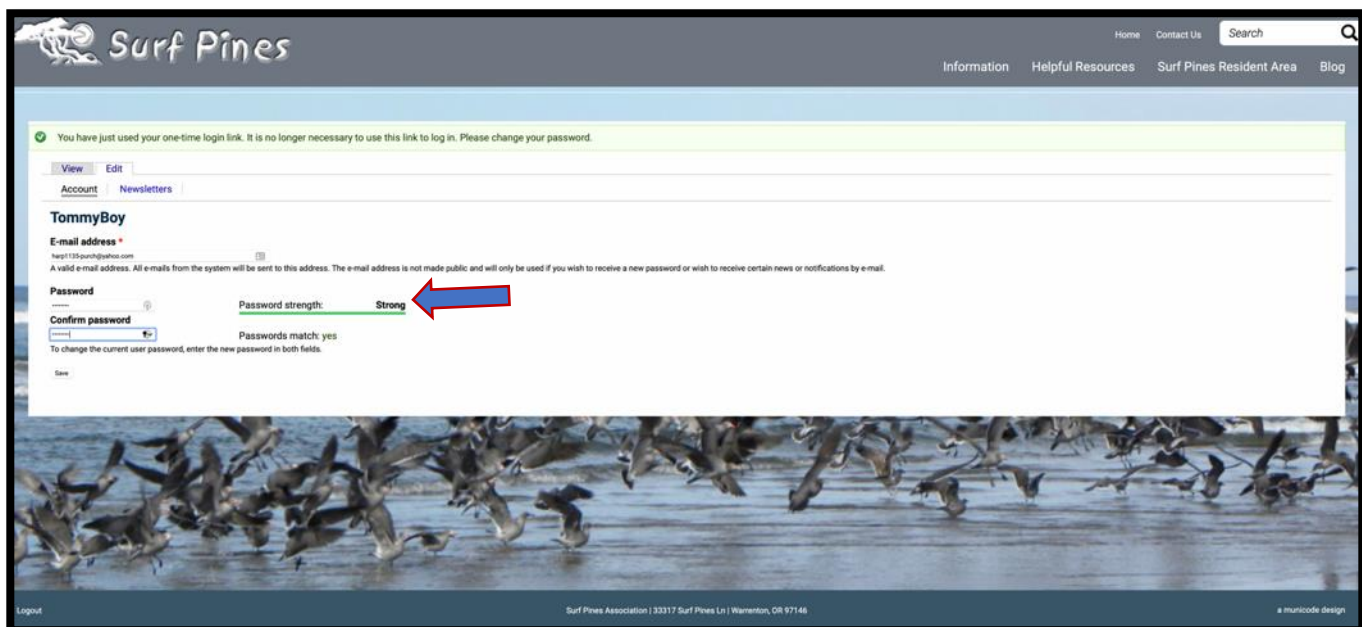
6. Within 72 hours you will receive an email that will have a link to click on and a temporary password. (If not, check your junk email.) The link will bring you to a screen where you will enter your username and allow you to change your password. If you do not receive a response in 72 hours please e-mail your administrator at [spaweb@surfpines.org](mailto:spaweb@surfpines.org).

7. Click on the link and it will take you to a reset password screen on our [Surfpines.org](http://Surfpines.org) web site. You only have 24 hours to do this before the link expires.



8. If you do not complete in time e-mail administrator at [SPAWEB@SURFPINES.ORG](mailto:SPAWEB@SURFPINES.ORG) to get a new temporary Password.

9. Click on the Log In button and you can change your password



10. Choose your password and then confirm it. Be sure to write your new Password down because we cannot view it as it is encrypted.

11. If you cannot remember your Password then e-mail administrator at [SPAWEB@SURFPINES.ORG](mailto:SPAWEB@SURFPINES.ORG) to get a new temporary Password.

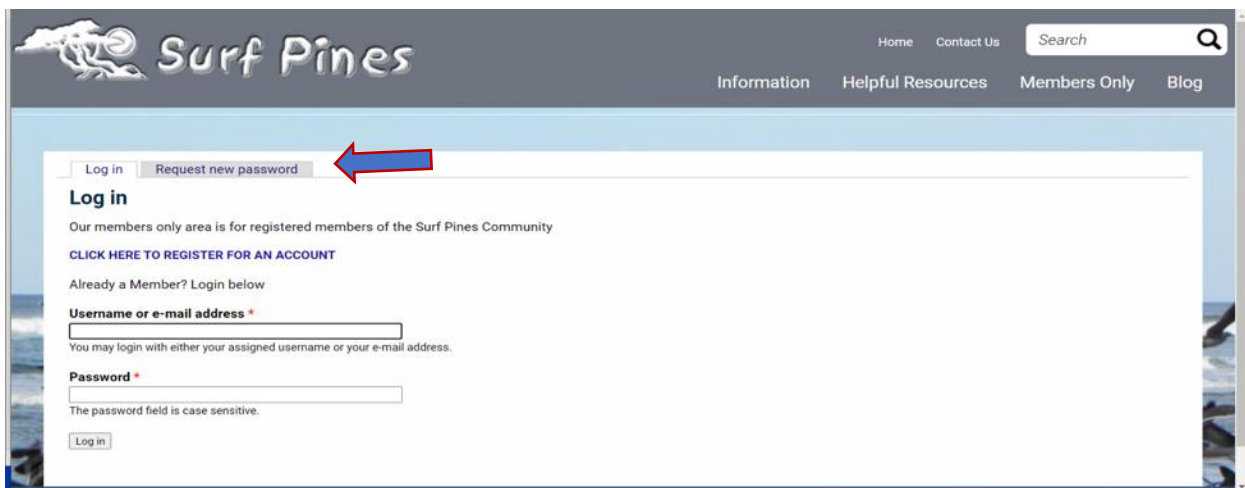
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What if you cannot log in to your Web Account.

**Important: If you had a login with our old web you will not be able to use your old login and password. Those were encrypted and we could not port those over.**

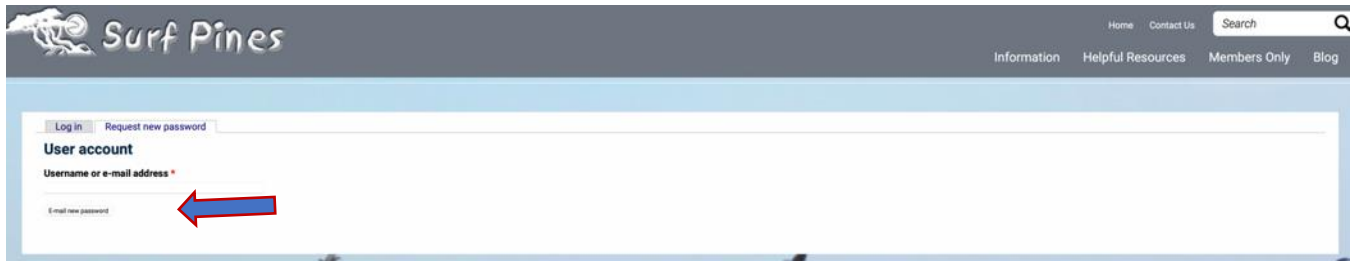
Send an e-mail to your administrator at [spaweb@surfpines.org](mailto:spaweb@surfpines.org) and we will send you a new temporary password. You need to use it then change to a private Password that is encrypted so only you know what it is. That is why your old username and password does not work from the old Web.

How to change your password on the Members Only part of the web.



1. Click on Request new password tab.
2. This will take you to a new screen where you type in your username or e-mail and click the E-Mail new password button.

## Digital Communication Help Sheet



Surf Pines

Home Contact Us Search

Information Helpful Resources Members Only Blog

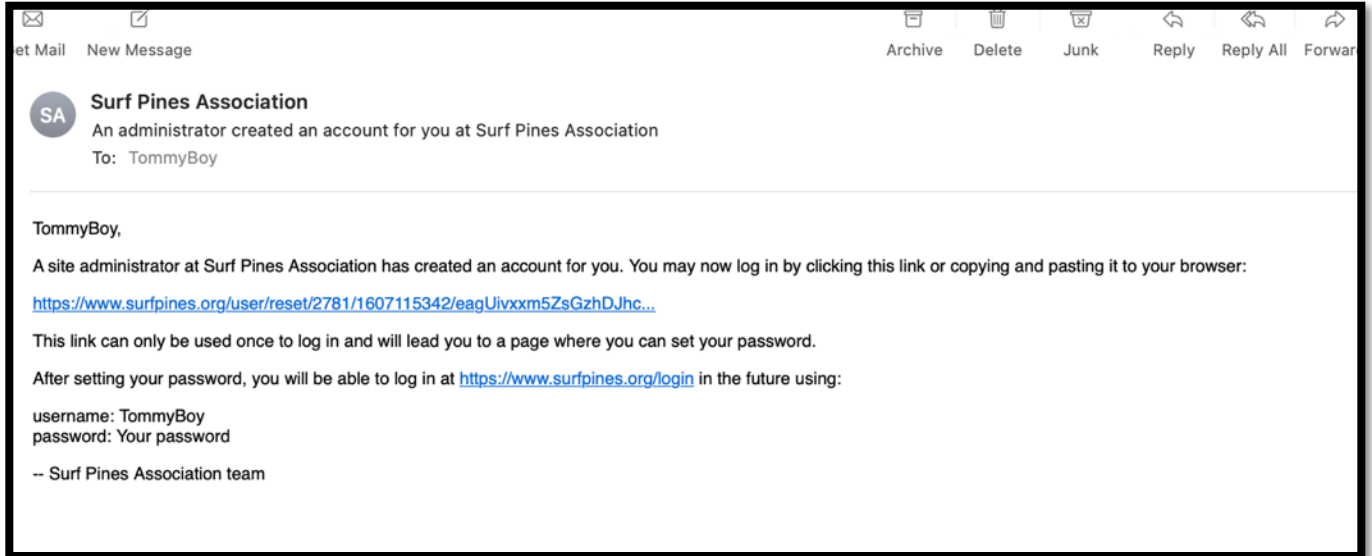
Log in Request new password

**User account**

Username or e-mail address \*

E-mail new password

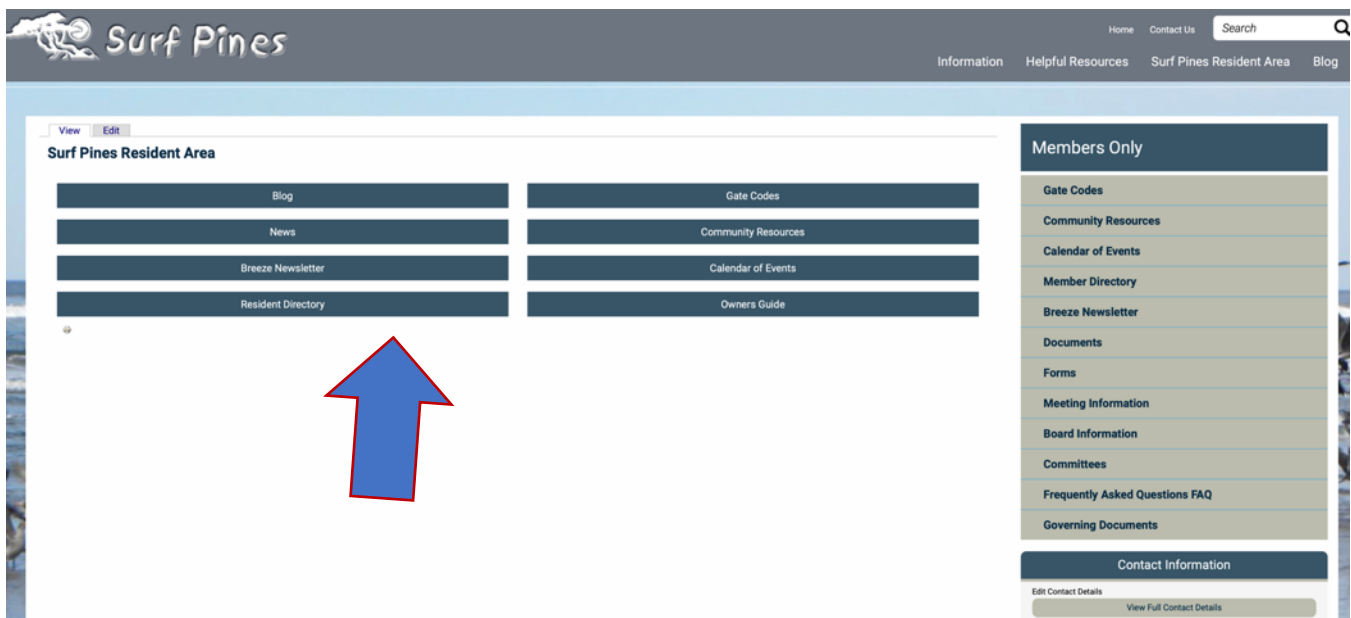
3. You will then receive an e-mail with a new temporary link to enter your new password.



4. Choose your password and then confirm it. Be sure to write your new Password down because we cannot view it as it is encrypted.

5. If you cannot remember your Password then e-mail administrator at [SPAWEB@SURFPINES.ORG](mailto:SPAWEB@SURFPINES.ORG) to get a new temporary Password.

What is available in the Surf Pines Resident Area in center of Members only page.  
(some buttons are duplicated in the Members Only box to right of page).



### Blog

Goes to our blog site [blog.surfpines.org](http://blog.surfpines.org), which is where much of our public everyday information is available.

### News

Just like the public section this has Surf Pines news that only members can view

### Breeze Newsletter

Our SPA newsletter that is published digitally 4 times a year and is posted on this page. We also have a link that takes members to the vault with most of the Breeze's we have published since 1969 when SPA was started.

### Gate Codes

A list of gate codes issued to non-members to gain access from 7 in the morning till nine at night. We usually issue four months of codes when we mail out the Association Dues notices.

### Community Resources

This links to a list of Community phone numbers and web sites for our members.

### Calendar of Events - Private Calendar only for members.

If you view this calendar you will not see the public events of the public side of our Web.

### Owners Guide

A book of information about your Surf Pines Association and supporting information and sources. Published electronically and can be printed. It is updated as needed so check periodically to see if you have the most recent edition.

# Digital Communication Help Sheet

**Resident Directory**

**Surf Pines Directory**

This is our new Digital Directory. It comes from our brand new Sales Force Data Base. Our plan is to complete a new directory several times a year depending on member changes. We will post the date of the directory if you want to print a more current version. We will send out notification of when we update the directory so you can print the most current version. Also, for those with out printers call Ken our security person and he can print one out for you.

Also, we are implementing digital distribution of most Surf Pines items like the Astoria Country Club. So please make sure we have at least one e-mail and phone per each house hold. If you do not want your e-mail, phone or being on the Directory we can opt you out of the public directory but we need this **information for emergency purposes**.

[Digital and printable Directory Dated November 17, 2020](#)

[Reverse Directory in digital printable format Dated November 17, 2020](#)

[Map of Surf Pines Roads print version.](#)

[Important Numbers for Surf Pines Residents](#)

We also are required by ORS 65.224 to provide a member list to all members. This includes the bill to customer name/names the county tax account number and the actual SP physical address. If there is no building on the property then we list it as a lot not an address. These are in our SPA documents section of the members only section.

[Listing of all our old directories and Owner's Guides from 1969 to current.](#)

If you have changes or your information is incorrect, please send to Tom Smith or Debbie Eddy at [spaweb@surfpines.org](mailto:spaweb@surfpines.org). Please remember we need at least one e-mail and phone number (preferable a Mobile) per house hold so we can continue sharing our SPA info and articles.

We wish to share our eternal gratitude to the following for all their help in design of the new Sales Force data base. First is Debbie Eddy who educated us on how this convoluted patchwork of properties function. To Scott Rouse for helping us design the very flexible Sales Force data base that allowed us to combine 8 separate data bases into one cohesive super DB that handle most of SPA's needs. Lastly to Randy Ricks who helped us design speedy tools that convert the SF data into a usable digital Residential Directory along with its reverse directory. Your help is so appreciated. Thanks all from SPA and Tom Smith.

**Members Only**

- Gate Codes
- Community Resources
- Calendar of Events
- Member Directory**
- Breeze Newsletter
- Documents
- Forms
- Meeting Information
- Board Information
- Committees
- Frequently Asked Questions FAQ
- Governing Documents

**Contact Information**

Edit Contact Details View Full Contact Details

## Resident Directory

This section has current directory, Reverse Directory, a link to our vault with many of the directories since 1969 and more.

What Links are available in the Surf Pines Resident Area on the box Members Only page.  
(some buttons are duplicated in the Members Only box to right of page).

**Resident Directory**

- Gate Codes
- Community Resources
- Calendar of Events
- Owners Guide

**Members Only**

- Gate Codes
- Community Resources
- Calendar of Events
- Member Directory
- Breeze Newsletter
- Documents
- Forms
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## Digital Communication Help Sheet

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If you view this calendar you will not see the public events of the public side of our Web.

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This section has current directory, Reverse Directory, a link to our vault with many of the directories since 1969 and more.

### Breeze Newsletter

Our SPA newsletter that is published digitally 4 times a year and is posted on this page. We also have a link that takes members to the vault with most of the Breeze's we have published since 1969 when SPA was started.

### Documents – A collection of all Owner Documents

| Owner Documents  |  |
|--|--|
| Title  | Attachments  |
| <a href="#">Active Member List (07/09/2020)</a>                              | <a href="#">Active Member List (07/09/2020)</a>  |
| <a href="#">Articles of Incorporation</a>                                    | <a href="#">SPA Articles of Incorporation (11/15/2019)</a>   |
| <a href="#">By Laws</a>  | <a href="#">SPA Bylaws (08/2014)</a>   |
| <a href="#">Final Surf Pines Homeowners Association Reserve Study Report</a> | <a href="#">Final Surf Pines Homeowners Association Reserve Study Report May 2019</a>              |
| <a href="#">Letters on Normalization of CC&amp;Rs</a>                        | <a href="#">Short Term Rentals are not included in the CC&amp;R and By Law Vote.</a>               |
|  | <a href="#">Extension of Deadline for CCR and Bylaw Voting and why.</a>                            |
|  | <a href="#">Additional Things You Need to Know (07-14-2020) John Yerke</a>                         |
|  | <a href="#">White Paper on CC&amp;R vote and what is included with supporting reference links.</a> |
| <a href="#">Owners Guide</a>   | <a href="#">Owners Guide (05/29/2020)</a>  |
| <a href="#">Policies</a>   | <a href="#">Policies</a>   |
| <a href="#">Reserve Study Analysis</a>                                       | <a href="#">Reserve Study Analysis July 2019</a>   |
| <a href="#">Surf Pines Pavement Management Plan</a>                          | <a href="#">SPA Pavement Management Plan - Approved 2019-01</a>                                    |

### Forms - Owner Forms and Applications

**Meeting Information** – List of meetings for SPA with a date search

**Board Information** – List of BOD, dates of regular meetings and copies of current and past years minutes.

**Committees** – Link to the Standing committees' pages

**Frequently Asked Questions FAQ** – Collection of Questions and Answers for SPA

**Governing Documents** - Information on existing documents and proposed to include CC&R, Articles of Inc., and By Laws (some duplication with the **Documents** link above).

**Contact Information** List of Surf Pines Association Officers, Employees and Committee Chairpersons



How to use the SPA Blog - <http://blog.surfpines.org/>



Primary Links located above and below the Surf Pines Association mast head image.

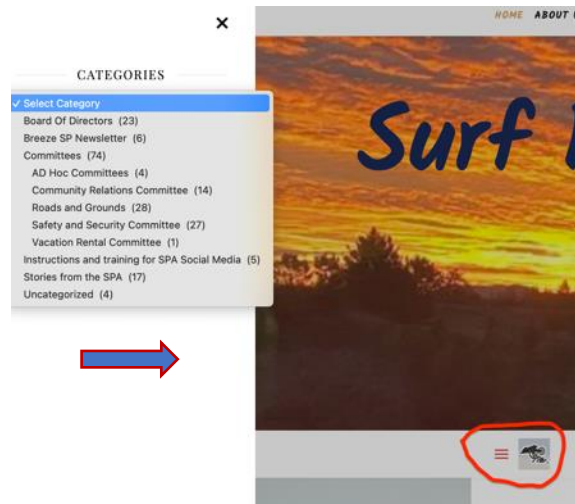
**Home** – Home page for Blog.

**About Us** – Info about SPA.

**Surf Pines Web** – Link to our SPA web.

**Register Member Section SPA WEB** – Link to register for Members Only section of our SPA web.

**Three bars Link** – Gives access to specific categories located to left of Primary links under mast head image.



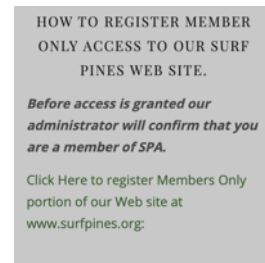


## Right Column Links and information.

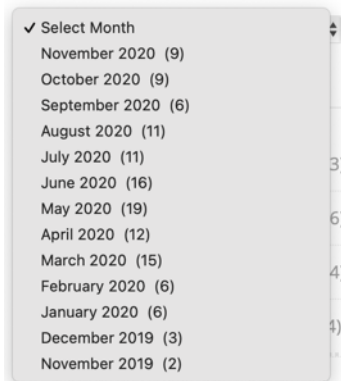
**Recent Posts** – Lists last three most recent posts to the Blog  
(at top of right-hand column)



**Link to register for the Surf Pines Web** - if you have not joined yet.  
(Located just below recent posts)



CLICK TO SEE ALL NEW BLOGS FOR A MONTH.



**How to view all blogs for a specific month** – Select the month and read all posts for that month.  
(located just below Link to register for SP web)

**How to view all posts for a specific category** – Such as BOD, Roads and Grounds etc.

Located just below Click to see all new blogs for the month.



## Surf Pines Community Face Book Group

This is a private group that is maintained by our SP resident Holly Roose.

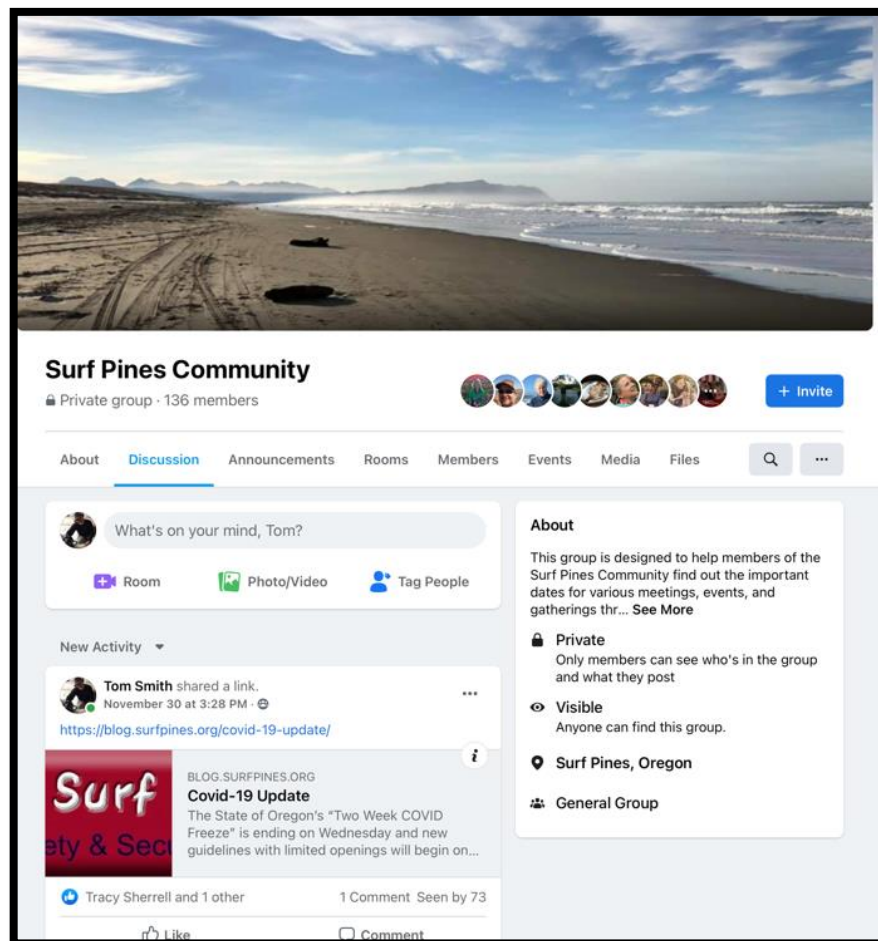
This site is not an official SPA sponsored Face Book page. However, Holly has done a great job of keeping negative and divisive comments to be posted and has over 136 members.

Here is a link to the FB page - <https://www.facebook.com/groups/surfpines>

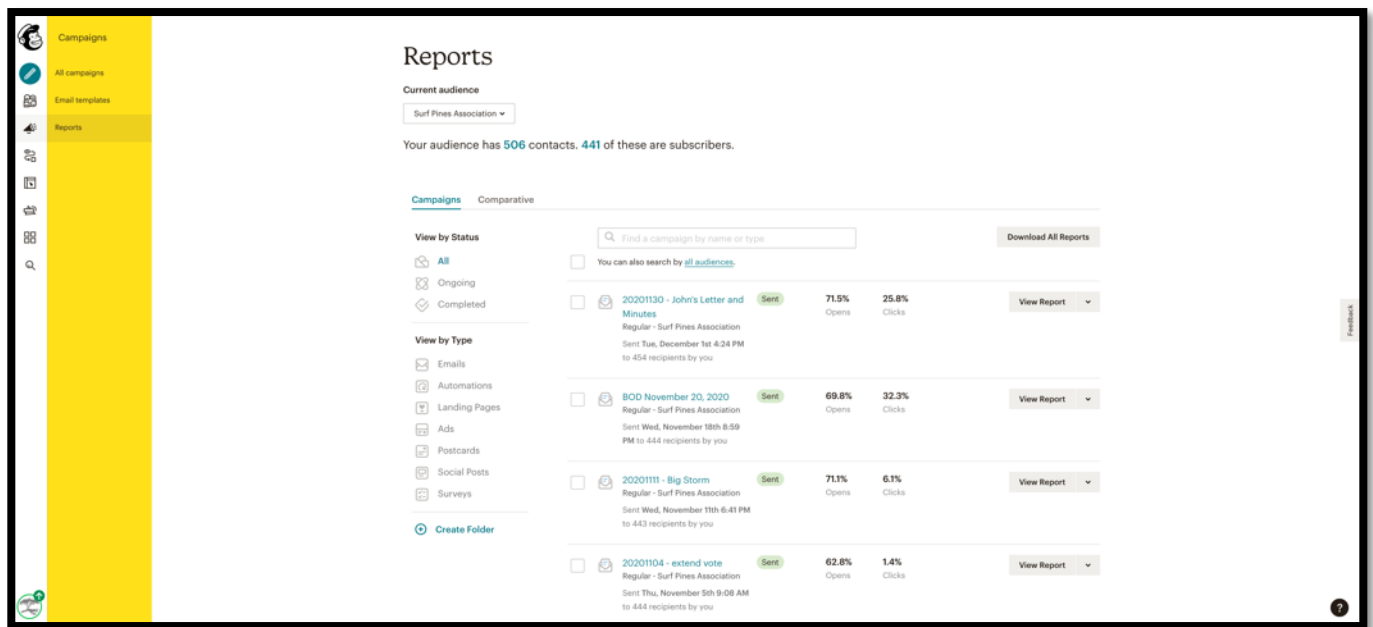
### How to join the SP Community Face Book Page:

To join a group as your profile or your Page:

1. From your News Feed click **Groups** in the left menu.
2. In the search bar at the top, enter some keywords for the group you're looking for.
3. Select the group then click **+ Join Group** below the cover photo.
4. Select whether you'd like to join as your profile or your Page and click **Join Group**.
5. Holly will verify that you are a member and then approve your joining the group.



Surf Pines Mass E-Mails server through MailChimp – *To help save your dues we now communicate through this mass e-mail server.*



### How we maintain our members information.

Over the years your Association had our member's information in up to 9 different data bases. In early 2020 we combined all of those into 1 main Sales Force (SF) database. We then made a concerted effort to collect e-mails and mobile numbers from many of our members so we could start a digital distribution of SPA's information.

In early 2019 we only had 195 e-mails for all 408 properties in SPA. Some of those had two e-mails (husband and wife) for same household.

We now have 442 e-mails or almost 90% of all SPA households. We use this SF database to produce new residential directories as required. In the past we created a directory once every 2 years and just mailed out changes quarterly for changes.

Also, although we limit access to this Data Base to authorized persons it is also our best way to get out emergency or critical information to our members quickly.

We also can allow members to opt out having their phone or e-mails in the Directory or to opt out of the directory completely.

We ask that all members review their information and let your administrators know of any changes by e-mailing to [SPAWEB@Surfpines.org](mailto:SPAWEB@Surfpines.org).

### Volunteering to help with maintaining our Digital and Social media information.

Our new web is stable, and we now have great support. However, as many have noticed the content is still stale. We really need some content authors to update Committee pages and many of the others. This does not need a web master. If a person can format content with pictures in a word processor, like MS Word, that is all we need. Our Muni Code program will import this into the web all formatted. We really need some help here please...

Lastly, if you have enjoyed some of the content on our new blog please submit any items that you think is of interest to the community. Please no disruptive divisive pieces. Items that seem to get the most interest are Historical pieces, Gardening or local food information, some short stories like Kay Limbird used to offer, Safety and security items like recent dog issues and anything else that your neighbors might enjoy.

The web is more of a permanent source of SPA info. The Blog is for more general interest pieces that make SP great.